1. INRIVER

inRiver is the market leader for simplifying Product Information Management (PIM). We help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories across all sales channels. Our powerful PIM platform radically facilitates the creation, handling and distribution of perfect product information for a world-class customer experience in all channels, in multiple languages. More than 750 brands around the world rely on inRiver's PIM platform for efficiently controlling the product flow for their globally recognized brands. inRiver was founded in 2007, and is today a well-recognized, award-winning, and rapidly growing company with an extensive partner network. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm and sales offices in Phoenix, and Istanbul.

1.1. INRIVER PARTNERSHIP PRESS RELEASE

Dakota's partnership will provide taxonomy and implementation services to manufacturers

Chicago, March 23, 2016 – inRiver, the leader in cross-channel product information management and enrichment solutions, and Dakota Systems, a design and implementation concern for digital communication strategies, have joined forces to bring order and structure to manufacturing product data.

Dakota Systems is building upon their foundation of offering technical communication services to manufacturers by extending their offerings to include product information management (PIM). Product taxonomy and digital product experience are logical extensions of their technical communication heritage.

"*Our manufacturing customers need help creating structured product data from unstructured documents and engineering data. As joint partners, we can help manufacturers efficiently onboard supplier data and transform legacy content into high-quality product content, which can then be enriched in inRiver PIM and distributed across online and offline channels,*" said **Joe Golemba, inRiver's Vice President of Channel and Alliances.**

"*The proliferation of product data should not be an insurmountable barrier to adopting PIM. Engineering teams and technical publications teams have volumes of content that simply need to be made consistent and transformed into data suitable for PIM. Dakota can help companies make that happen faster, cheaper, and better,*" commented **Paul Wlodarczyk, Product Information Practice Lead for Dakota Systems.**

The companies' mutual goal is to be the leading partners for manufacturers who need help transforming legacy data into high-quality product content within inRiver, achieving their PIM goals by providing more content—faster and at lower cost.

About Dakota Systems

Dakota Systems, Inc. is a privately-held corporation that helps global enterprises design and implement digital communication strategies that drive growth. Since 1999, we've been a trusted partner for global, engineering-driven brands such as Nokia, Motorola, United Airlines, Shure, Siemens, and John Deere.

Our consultants and developers help digital marketers and technical communicators improve the quality, speed, and business impact of their digital communication. Whether working with digital product catalogs, technical manuals, or scientific journals, we maximize technology ROI. Using proven analysis, design, and development techniques, we quickly and cost-effectively integrate business analytics with digital communication strategies for our customers. www.daksys.com

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